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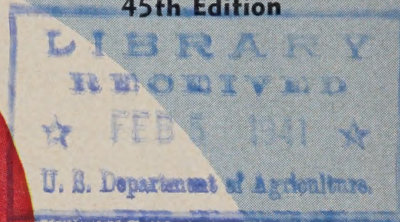
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22,23

The Good Roses of NEW CASTLE!

5/5412

SPRING-SUMMER, 1941
45th Edition



Remember!

Potted Roses
in three sizes to
suit all purses,
for planting
spring, summer,
and fall. Safe
arrival, satisfac-
tion guaranteed.

DAVID O. DODD

**MAGNIFICENT EVERBLOOMING CRIMSON
BUSH ROSE**

Beautiful buds, enormous double, deep crimson flowers, 6 to 7 inches across. Free blooming. Sturdy bush 3 to 4 feet high. A great crimson Rose. Hardy, clean, healthy. Grow David O. Dodd for complete satisfaction. (Further description on page 4.)

2-Year Plants,
POSTPAID
for Only

85c each

1st size, 30c each; 4 for \$1.00.

Star size, \$1.00 each, postpaid.

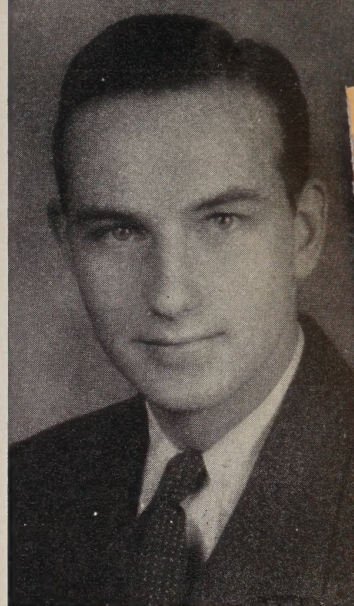
HELLER BROTHERS CO.

NEW CASTLE, INDIANA

P. J. LYNCH & SONS, Owners

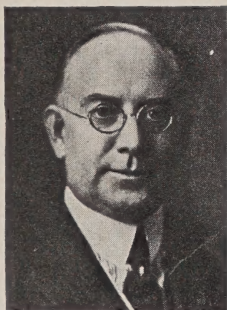
The Good Roses OF NEW CASTLE

THE horsepower in the motor of an automobile is all-important. So, too, in a Rose plant is the motor or the roots of all-importance. Without strong, working masses of active roots a Rose plant is of comparatively little value. For nearly 50 years we have been perfecting this important essential. Our Roses are **pot-grown**. They are on **their own roots**. No wild suckers to contend with as frequently is the case in budded, dormant, field-grown Rose plants. These famous Roses of ours are grown in scientifically prepared benches where each plant receives individual care. Water is given them when they need it and during the growing season they are sprayed with pure water under high pressure to keep them clean, healthy and growing constantly. This important cultural system can't be followed in the production of field-grown Roses.



P. J. LYNCH, Jr.
General Manager

In the late fall during cold weather they are lifted from the growing benches and quickly transferred to large pots or crocks. The root action continues to develop during the entire winter months just as trees develop roots during the winter. The plants are kept just above freezing, 34 to 36 degrees. The entire action of the plant centers in making myriads of new, white feeding roots which cannot be made under any other method of growing that we know of. With the opening of spring, these roots develop magnificent tops. The plants are shipped to you with all the winter-developed root action intact and when planted after all danger of severe frost is past in just ordinary good garden soil, they take hold instantly and give a splendidly developed plant ready to produce gorgeous flowers early and continuously. Our method of growing these guaranteed plants is not duplicated elsewhere.



P. J. LYNCH, Sr.
President

For planting early in the spring and any month thereafter until fall, they will give absolute satisfaction. We sell them, without the aid of the middleman, direct to you, taking pretty much all the risk out of your Rose growing.

Field-grown Rose plants are budded or grafted on a wild Rose root. In many cases there is not much danger of suckers or wild shoots from the wild roots, and when properly dug and stored by skilled and conscientious growers they give satisfactory results. But a great deal of disappointment arises from the thousands of plants produced in this way due to inefficient and inexperienced handling. Our Roses come to you, the planter, from us, the producers—scientifically grown and expertly packed.

Buy our Roses—they are alive in full growth when you receive them!

PLEASE READ THESE INSTRUCTIONS

SHIPMENT BY EXPRESS

Special Advantages

The purchaser pays transportation charges when plants are shipped by Express. If you desire this method of transportation, deduct 5c from the price of each two-year Rose, and 8c from the price of every Star Size Rose in your order. The plants will then come to you with all growing soil left about the roots, expertly wrapped in waxed, water-proofed paper of heavy weight. This is almost as though the plants were shipped in the original pots in which they were grown. These deductions in price are made so that our customers may avail themselves of these special advantages. You get all of the especially prepared Rose soil and the extra packing free. The soil is shipped intact, the roots being left undisturbed. This insures that your plants will arrive in perfect growing condition, **each plant wrapped separately with all soil about the roots, in water-proofed paper.**

SHIPMENT BY MAIL

All plants shipped by parcel post are sent postpaid with some soil surrounding the roots. If it is desired that first size Roses, Carnations, Chrysanthemums, Perennials, Phlox, and other plants be included with two-year and Star Size Roses which are to be shipped by Express, then each of these smaller plants will be wrapped separately in water-proofed paper with all growing soil being left intact. There will be no additional charge for this special packing. The customer pays transportation charges when shipment is made by Express.

If it is not convenient for you to send Post Office Money Order or Check with order, we will gladly send goods by Parcel Post or Express, C. O. D. Just pay postman or expressman when the goods arrive. We guarantee safe delivery to your door.

OFFICE OF
GENERAL MANAGER

"THE GOOD ROSES OF NEW CASTLE"

Grown Exclusively by
HELLER BROTHERS COMPANY
(P. J. Lynch & Sons, Owners)
NEW CASTLE, INDIANA

Dear Friend:

Here is the "GOOD ROSES OF NEW CASTLE." Thank you for asking for this catalogue. It's full of everything needed for a beautiful home garden. 45 years of experience is back of our famous product.

To show our appreciation of your visit through this lovely catalogue we offer you, (notwithstanding our present standard of low prices, in face of rapidly rising growing and selling costs) the following amazing cash discounts, indeed almost wholesale discounts, GOOD ONLY, HOWEVER, UNTIL FEBRUARY 15th, 1941.

If your order amounts to:

\$3.00 or under — deduct	10%
\$3.01 to \$5.00 — deduct	12%
\$5.01 to \$10.00 — deduct	15%
\$10.01 or over — deduct	20%

This DISCOUNT OFFER IS GOOD ONLY UNTIL FEBRUARY 15th, 1941.
Remit one-half now when placing your order and the remainder at any time before the shipping date.

The reason for these unusual cash discounts is this: It pays you to help us. By having your order early, we can handle it before the rush season. To number, enter, check, label it, address shipping tags, etc., means an enormous amount of office work. Early reservation helps both of us and we pay handsomely for your help in ordering BEFORE FEBRUARY 15, 1941, through these cash discounts from all prices in this 1941 catalogue.

Please remember — ORDER NOW. Remit one-half with your order. The remaining one-half may be sent at any time before the plants are shipped. ORDER NOW AND SAVE.

Yours very truly,

HELLER BROTHERS COMPANY

P. J. Lynch, Jr.

General Manager

pjl,jr;mg

REMEMBER — SATISFACTION, SAFE ARRIVAL GUARANTEED OR MONEY BACK.

— PLEASE TELL US WHEN DELIVERY IS WANTED —

PLANTING INSTRUCTIONS

HERE ARE ANSWERS TO YOUR QUESTIONS

SOIL—Good garden soil, such as will grow perennials, annuals, or vegetable crops is ideal. When possible, enrich the soil with humus material such as peat moss or well-rotted cow manure. Bone meal may be sprinkled upon the soil and turned also, for good results. In preparing the bed, spade deeply, 15 inches or more if possible, for good drainage and to hold moisture in dry weather. A drainage bed of gravel, or cinders below the bed is NOT necessary unless the planting is being made in unusually low lying ground where drainage is poor.

PLANTING—Plant Roses as a rule, if in beds, 18 to 24 inches apart. Baby Roses can be planted 12 to 18 inches apart. There is nothing ironclad about this—space them to suit your own tastes and to fit your situation. Put the plant down well into the soil—deeper than they have been grown in the soil here. Firm them thoroughly into the soil, leaving a slight depression around the plant to hold the moisture. After planting pour water around the roots until you are sure that the soil at the bottom of the roots is thoroughly wet. Don't be afraid to water at this period, and when this is done don't water until the soil has dried out somewhat. If the roots are kept wet all the time the young feeding roots will not develop. Allow the Roses to become a little dry occasionally, and then water thoroughly. Roots are developed when the plants are on the dry side from time to time. Syringe the under side of the foliage frequently with water under pressure. This will keep the plants free of a great many insects and helps to maintain health.

As the plants bloom, cut the flowers as they appear, and have the pleasure they are intended to give. The cutting of the blooms helps to develop more blooming shoots. When the plants are growing actively, feed them approximately every ten days

to two weeks, lightly, of course. Mulching with cow manure during hot, dry weather will aid greatly in keeping the plants growing lustily during this period.

WINTER PROTECTION—Don't commence protection until real freezing weather is at hand. First allow the plants to become dormant, then heap soil about the base of the Rose to a height of 4 to 6 inches. Just prior to rigorous winter weather cover the tops of the plants with cornstalks, straw, or similar material, this to shade the plants from mid-winter and early spring sunlight and, too, to deflect drying winter winds. Uncover the plants, the tops first, then the base, when growing weather is close at hand and the "eyes" or buds begin to swell.

PRUNING—Pruning may be done either in the spring or fall, in both instances, while the plants are dormant. Cut out a great percentage of the small wood, allowing the strength of the plant to produce new growth from the sturdier canes. Prune out about one-third to one-half of the growth of the plant. In subsequent years the plants may be pruned to within about six inches of the ground level.

MILDEW—This leaf disease makes itself apparent by a whitish fuzz upon the foliage. Being a fungus it thrives during the moist, damp conditions of spring and fall. Effective prevention or control can be had by spraying with Tri-ogen or dusting with sulphur flour.

BLACK SPOT—True to its name, this fungus shows itself as a black (sometimes brown) spot in the leaf. It, too, is promoted by the presence of water upon the foliage during the cool nights of spring and fall. Spray with Tri-ogen or dust with sulphur as a preventative, remove all infested leaves from the garden in controlling the disease.

POTTED ROSES IN THREE SIZES

First Size Plants are one year or more old; pot grown, winter rested with great vigor and health. They give amazingly quick results.

Two-Year Plants (many of them really three years in age) are splendidly branched and ready for immediate blooming.

Star Size Plants are the cream of the crop. These are the largest Roses from thousands of plants. Carefully selected as to size and perfect condition, these big, bushy Rose plants are our "De Luxe" product.

To Whom It May Concern:

"P. J. Lynch & Sons, owners of Heller Brothers Company, stand high in the business community and do an extensive nation-wide business. We recommend them as honorable, upright business men, whose guarantee may be relied upon at all times." Citizens State Bank, New Castle, Indiana.

ORDER EARLY

See **Free Plant Offer** On Order Sheet.

Add 5c for exchange on personal check.

OUR GUARANTEE

All shipments must be satisfactory when received or order duplicated or money refunded; whichever is preferred. Complaints, if any, must reach us within 10 days after receipt of shipment. We do not guarantee safe arrival of Canadian, United States Colonies, or foreign shipments. We give no guarantee, expressed or implied, as to the quality or productiveness of any plants or bulbs we ship. We strive to have our plants true to name but we do not guarantee it.

SATISFACTION GUARANTEED OR MONEY BACK!

Read What the U. S. Government Says: In bulletin No. 750, issued by Dept. of Agriculture, entitled "**Roses For the Home**," which of course may be relied upon as being impartial, and which is issued for the purpose of helping amateur Rose growers—this is what they say in regard to **Wildroot** Roses, which we do not grow, and **Own Root** Roses, which is our specialty, and which we have always claimed are the most satisfactory for amateur Rose growers:

"The expert who can constantly watch his plants may be successful with grafted and budded Roses, but the average grower would do best to use own rooted plants, even though they do not grow so fast. The few varieties that succeed only when grafted should not be tried until the grower has become expert in handling Roses. Climbing Roses are grafted less often than hybrid perpetuals, hybrid teas, and teas."

The Glorious DAVID O. DODD



Giant Flowered DAVID O. DODD

among the
world's
greatest
hardy
crimson
Bush
Roses

It is with pride that we promote the widespread popularity of this amazing crimson beauty before the Rose lovers of America. **David O. Dodd** stands alone—we believe no other Rose of its color can compare in size and profusion of bloom . . . or for hardiness.

David O. Dodd produces in marvelous profusion, flowers 5 to 7 inches across with as many as 50 to 60 petals, on strong stems; a strong bush, growing to the height of 3 to 4 feet. Marvelous in its health and vitality. The magnificent, deep, dark crimson flowers, flushed deep scarlet, are borne on long, stiff stems. Buds superbly

formed; both buds and flowers are of immense size, deliciously perfumed. Continuous blooming. Foliage very large, highly disease resistant. Remarkable hardiness in all sections of the country.

David O. Dodd will astonish and amaze you. A great American novelty of the highest merit. We have an immense stock this year but we advise early reservations. Ours is from the original stock. Be sure to get the genuine **Dodd**—an American-born aristocrat which challenges any foreign creation to equal it. Buy American!

This Is What One Among Hundreds of Dodd Admirers Says

July 22, 1940.

"The Roses I bought from you this spring are doing fine, the Jeannette Heller and David O. Dodd are the most beautiful Roses I have ever seen. I am very well pleased with them."

MRS. H. L. V., Arkansas.

TWO 2-Year Plants
David O. Dodd **\$1.50** Post-paid

1st size strong plants, 30c each; 4 for \$1.00.
2-year large plants, 85c each; 2 for \$1.50;
6 for \$4.00.

Star size specimen plants, \$1.00 each.

All prices postpaid.
Beautiful potted plants.

For Planting Spring, Summer, and Fall.

Everblooming Bush ROSES

DEAN HOLE—Silvery carmine with salmon shadings; coloring distinct, unique; handsome tribute to the eminent Rosarian whose name it bears. **2-year plants, 65c, postpaid.**

FRAU KARL DRUSCHKI

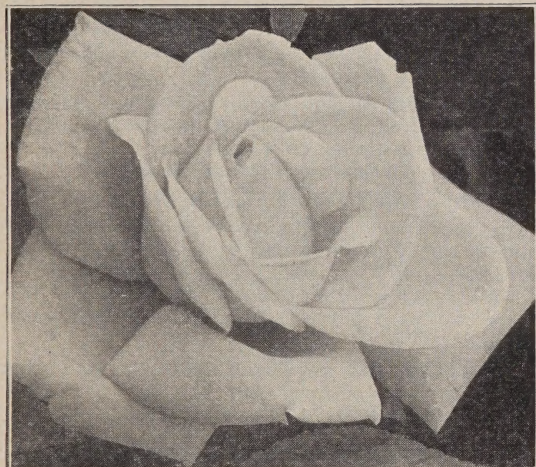
(See illustration.) The best hardy, snow-white Rose now known. Tremendously strong grower. Hardy everywhere; immense, glorious snow-white flowers. Practically everblooming, producing flowers as a rule through the entire season, especially in late fall. **2-year plants, 75c each; star size, \$1.00 each, postpaid.★**

MARGARET BELLE HOUSTON

An outstanding Rose of magnificent size and shape; of a rich, velvety crimson which retains its brilliancy throughout the season. **2-year plants, 65c each, postpaid.**



Frau Karl Druschki—"White American Beauty"



Mme. Butterfly

W. FREELAND KENDRICK—Flowers large, double. Color, flesh deepening to peach in center. **2-year plants, 65c each, postpaid.**

ETOILE DE LYON—Magnificent, golden yellow. One of the hardiest of all Tea Roses. Strong, healthy grower, unusually so, bearing its superb flowers in amazing freedom and continually. Few Roses can compare to this golden yellow variety in the superb beauty of its flowers, which are immense in size; buds golden, opening into sweetly scented blooms which are fully double to center. This and "Alexander Hill Gray" are the two great yellow garden Roses and are generally hardy everywhere with winter protection. There are many Roses in commerce but none to compare, we believe, with these two great Roses in color and most of all, absolute healthy growth. **2-year plants, 65c each, postpaid.**

MME. BUTTERFLY

(See illustration.) Buds a lovely shade of Indian ochre, yellow at base; opening flowers perfect in form, brilliant in color, and of delicious fragrance. **2-year plants, 65c each, postpaid.**

PINK KILLARNEY—Strong, sturdy and upright, with fine, heavy, insect-proof foliage, bearing flowers exquisite in form and color; bud long, flowers immense in size, color deep, brilliant shell-pink, hardy everywhere. **2-year plants, 65c each, postpaid.**

CRIMSON BEAUTY

(See illustration.) New. Improved "Gruss an Teplitz." Strong, clean, sturdy bush. Glowing crimson flowers, borne continuously. Very hardy. **2-year plants, 75c each; star size, \$1.00 each, postpaid.★**

Most Roses in 3 sizes—see prices below.

ANY TWO 2-Year ROSES \$1.25 Post-paid

On this page (except where noted).

1st size strong Roses, 25c each; any 3 for 65c.

2-year large Roses, 65c each; any 2, \$1.25; any 6, \$3.50.

Star size specimen plants, 85c each.

★ 1st size plants not available in these varieties.

All prices postpaid. Beautiful potted plants.



Lovely Crimson Beauty

ALL ROSES POTTED, SUITABLE FOR PLANTING SPRING, SUMMER AND FALL.

Everblooming



Great Talisman

PADRE—New. Improved "Mme. Herriot." Brilliant coppery scarlet, flushed yellow at base of petals. Semi-double; beautiful long buds. **2-year plants, 75c each; star size, \$1.00 each, postpaid. ★**

DIXIE—Large cup-shaped flowers resembling the Radiance Roses, colored a delicate shade of salmon-pink. The texture and form of the blooms are unsurpassed. **2-year plants, 65c each, postpaid.**

TALISMAN

(See illustration.) Sensational and world-famous bush Rose, with very large, double blooms produced in constant profusion. Indescribable colors—brilliant orange-yellow with coppery red shades, blended into a combination seen in no other Rose; fragrant exquisite buds, very hardy, free-blooming. Among the most sensational introductions in fancy colors now known. 1st size plants not available. **2-year plants, 75c each; star size, \$1.00 each, postpaid. ★**

ANGELE

(See illustration.) Large, white bud, with pale greenish tint at base of petals, opening into a majestic bloom of purest white. Strong, stiff stems and sturdy habits of growth make Angele ideal for cutting. Remarkable vigor of growth and resistance to disease and insect attacks. **2-year plants, 75c each; star size, \$1.00, postpaid. ★**

ETOILE DE HOLLANDE—Bright red flowers of good size, fairly full, deliciously perfumed. One of the best Roses for garden culture because of its natural health. **2-year plants, 65c each, postpaid.**

MRS. W. E. LENON

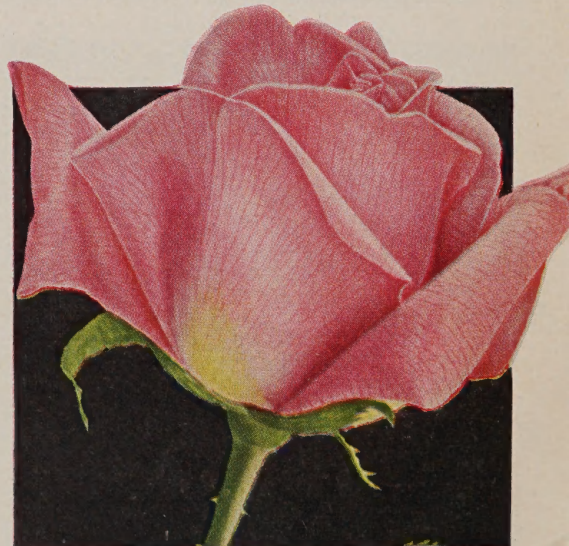
(See illustration.) Bright scarlet and vermillion buds opening into a full handsome double flower of almost perfect form, of large size. Fragrant almost as the world famous American Beauty. Extraordinary free bloomer and good grower. **2-year plants, 65c each, postpaid.**

CITY OF LITTLE ROCK—Beautiful bright pink. Large flowers borne on a strong growing plant. Free flowering. **2-year plants, 65c each, postpaid.**

Most Roses in 3 sizes—see prices below.



Angele



Mrs. W. E. Lenon

Any TWO 2-Year \$1.25 Post-paid ROSES

On this page (except where noted)
1st size strong Roses, 25c each; any 3 for 65c.

2-year large Roses, 65c each; any 2, \$1.25; any 6, \$3.50.

Star size specimen plants, 85c each.
★1st size plants not available in these varieties.

All prices postpaid. Beautiful potted plants.

Bush Roses

F. R. PATZER—A Rose of striking and pleasing appearance, owing to the delicate blending of color, which is a creamy buff, with the reverse of petals a delicate warm pink, and as they expand the color becomes a light orange-pink. **2-year plants, 65c each, postpaid.**

LADY HILLINGDON

(See illustration.) Color almost beyond description, apricot-yellow, shaded to orange on the outer edge of the petals, becoming deeper and more intense toward the center of the bloom. Buds produced on long, strong wiry stems, well above the foliage, giving a graceful effect. Strong, healthy grower. **2-year plants, 65c each, postpaid.**

GRACE NOLL CROWELL

(See illustration.) Color a brilliant rose with petals heavily veined with vinous crimson while the base of the petals is shaded primrose-yellow. Handsome buds opening into an immense perfect double bloom on long stiff stems. A grand grower and free bloomer. A great new Rose. **2-year plants, 65c each, postpaid.**

GRUSS AN AACHEN—Yellow buds tipped orange-red changing into salmon-yellow double flowers. Dwarf in habit with thick, well-branched canes and deep green foliage. An ideal Rose for bedding as well as for single specimens. **2-year plants, 65c each, postpaid.★**

GOLDEN CHARM

(See illustration.) Pure yellow petals sometimes shaded light crimson on the tips. Brilliant green, healthful foliage like its parent plant, "Talisman." Splendid, vigorous growth with upright canes and stiff stems. **2-year plants, 75c each; star size, \$1.00, postpaid.★**

HOLLYWOOD—Immense, gorgeous, double flowers, on long single stems; an ideal Rose for cutting. Lovely shade of red or cerise, still darker as the flower opens. Delicious American Beauty fragrance. Always blooming the entire season. Good strong grower with good foliage. **2-year plants, 65c each, postpaid.**



Lovely Lady Hillingdon



Beautiful Grace Noll Crowell

Most Roses in 3 sizes—see prices below.



Golden Charm—New

ANY TWO 2-Year ROSES \$1.25 Post-paid

On this page (except where noted)

1st size strong Roses, 25c each; any 3 for 65c.

2-year large Roses, 65c each; any 2, \$1.25; any 6, \$3.50.

Star size specimen plants, 85c each.

★ 1st size plants not available in these varieties.

All prices postpaid.
Beautiful potted plants.

Everblooming Bush Roses

COLUMBIA—As a garden Rose, stands without a peer, strong growing, blooming continuously. Almost thornless, throwing out strong blooming stems 4 feet or more in length. Grows vigorously in any climate and in almost any kind of soil. Flowers magnificent, often measuring 6 inches across, full deep and double. Color deep peach-pink, glowing and sparkling. Fragrance delicious. Wonderfully strong grower with tremendous root action—the secret of its vigorous health and tremendous blooming capacity. Large heavy foliage free from disease. **2-year plants, 65c each, postpaid.**

PINK RADIANCE

(See illustration.) Gloriously formed flowers immense in size, exquisite fragrance, grand foliage, healthy growing, fine color, always in bloom. The color is beautiful—bright carmine-pink. Hardy everywhere with protection; as its name suggests, radiantly beautiful. One of the world's twelve greatest Roses. **2-year plants, 65c each, postpaid.**

MME. JENNY GUILLEMOT—(See illustration.) A brilliant saffron-yellow Rose, opening canary with dark golden shades. Buds long and pointed, beautiful in form and color; flowers large with immense petals. Hardy and vigorous; in constant bloom. The equal of all yellow Roses. **2-year plants, 65c each, postpaid.**

AMERICAN BEAUTY—(See illustration.) The fame of this Rose is world wide. The rich, glowing crimson flowers, shaded and veined, are immense in size. Very double. Borne on long stiff stems. Hardy with protection. **2-year plants, 75c each; star size, \$1.00, postpaid. ★**

WHITE KILLARNEY—Like Pink Killarney, its great charm lies in the beautiful, long-pointed form of its buds. **2-year plants, 65c each, postpaid.**

KAISERIN AUGUSTA VICTORIA—(See illustration.) A great, hardy, everblooming Rose. Strong, sturdy grower; free flowering; has become one of the most popular of all white Roses for general planting. Blooms continuously from early spring until late fall; long pointed buds, large, double flowers, glorious in their perfection; borne on long, stiff stems; deliciously fragrant; especially good in autumn. Plant is moderately vigorous and very hardy. A lovely, truly indispensable white garden Rose. **2-year plants, 65c each, postpaid.**

FRANCIS SCOTT KEY

(See illustration.) A magnificent garden Rose named in honor of the author of the "Star Spangled Banner." Color a glowing scarlet with darker shadings. Buds long, pointed, full and double. **2-year plants, 65c each, postpaid.**

SUNBURST—Immense buds, long and pointed on strong stout stems opening into beautiful gigantic, full, deep, double flowers, which are borne continuously. Color coppery yellow, with golden orange in deeper shades. Magnificent bush Rose, stands four feet or more in height. Foliage immense in size and strong, vigorous in habit of growth. **2-year plants, 65c each, postpaid.**

RED LETTER DAY—A velvety brilliant scarlet-crimson bud opening into cactus-like flower which retains its color, owing to the reflex of the petals being satiny crimson-scarlet; a Rose of exquisite grace. **2-year plants, 65c each, postpaid.**

TEMPLAR—Clear, bright, crimson-red of exceedingly double form. Flowers wonderfully beautiful. **2-year plants, 65c each, postpaid.**

Most Roses in 3 sizes—see prices below.

ANY TWO

2-Year ROSES \$1.25
On this page
Postpaid

(except where noted)

1st size strong Roses, 25c each; any 3 for 65c.

2-year large Roses, 65c each; any 2, \$1.25; any 6, \$3.50.

Star size specimen plants, 85c each.

★ 1st size plants not available in these varieties.

All prices postpaid.

Beautiful potted plants.

ALL ROSES POTTED, SUITABLE FOR PLANTING SPRING, SUMMER AND FALL.

American Beauty

Francis Scott Key

Columbia

K. A. Victoria

[8]

Mme. Jenny Guillemot

Pink Radiance

hardy-beautiful

CRUSADER—(See illustration.) Rich velvety crimson of bright hue and of massive form. This Rose is one of the very finest of the reds. The flowers are very large, full, extremely double and petals of splendid substance. Plant is of moderate growth, with exceptionally fine, disease-resistant foliage. **2-year plants, 65c each, postpaid.**

JONKHEER J. L. MOCK

(See illustration.) Gigantic flowers on erect, stiff stems and a growth that is marvelous in its freedom. Large, heavy foliage; quickly makes a strong bush. The flowers are enormous in size, magnificently formed, deep and double, exquisitely fragrant; color bright, rich pink, faced with carmine. The magnificent buds open very slowly which gives a lasting bloom. A wonderful hardy hybrid tea garden Rose. **2-year plants, 65c each, postpaid.**

GRUSS AN TEPLITZ—(See illustration.) Considered one of the world's best Roses. The intense, dazzling color of this Rose is found in no other variety. Fiery crimson, shaded with a dark velvety sheen totally unlike any other color in the world. Large, handsome, moderately double flowers. Produced in wonderful profusion. The flowers are produced singly, sometimes in clusters, producing a gorgeous effect. Splendid cutting Rose. **2-year plants, 65c each, postpaid.**

RHEA REID—The flowers are immense in size, full, deep and double. They are borne in endless profusion on long, stiff erect stems. The color is vivid scarlet-crimson, gorgeous in appearance. **2-year plants, 65c each, postpaid.**

RAPTURE—Soft pink flowers shading to apricot and coral at the base of the petals. Resembles Mme. Butterfly, an outstanding delicately shaded variety. **2-year plants, 65c each, postpaid.**

MARIE GUILLOT—Color pure white, sometimes faintly tinged pale yellow. Flowers beautifully made, very large, full and double; of sweet fragrance. **2-year plants, 65c each, postpaid.**



Crusader—Wonderful Crimson

Most Roses in 3 sizes—see prices below.

ANY TWO 2-Year ROSES \$1.25
On this page Postpaid

1st size strong Roses, 25c each; any 3 for 65c.

2-year large Roses, 65c each; any 2, \$1.25; any 6, \$3.50.

Star size specimen plants, 85c each.

All prices postpaid.
Beautiful potted plants.



Giant J. J. L. Mock



Gruss an Teplitz—One of the World's Best

ALL ROSES POTTED, SUITABLE FOR PLANTING SPRING, SUMMER AND FALL.



Flesh Pink, New Rose

AMELIA GUDE—Flowers beautiful, of a pleasing shade of golden yellow, petals tipped lighter. Free bloomer, good grower. **2-year plants, 65c each, postpaid.**

BLUMENSCHMIDT—Beautiful citron-yellow, outer petals edged tender rose. Very full, double flowers; remarkably vigorous grower. **2-year plants, 65c each, postpaid.**

COMMONWEALTH—Bud large, long, pointed; flower large, open, double, very lasting; deep pink, solid color; borne singly on medium strong stem; moderate fragrance. Foliage sufficient, leathery, disease resistant. Few thorns. Vigorous, upright; continuous bloomer. **2-year plants, 65c each, postpaid.**

Most Roses in 3 sizes—see prices below.

ANY TWO - 2-Year ROSES \$1.25
 On this page Post-paid

1st size strong Roses, 25c each; any 3 for 65c.
2-year large Roses, 65c each; any 2, \$1.25; any 6, \$3.50.
Star size specimen plants, 85c each.
 All prices postpaid.
 Beautiful potted plants.

Everblooming

ETOILE DE FRANCE—The strong, upright bushes have beautiful bronze-green foliage, which is not subject to insect attacks. Blooming constantly, producing large, massive, deep, full cup-formed flowers of clear red or velvety crimson. A superb garden Rose. **2-year plants, 65c each, postpaid.**

FLESH PINK

(See illustration.) Strong, vigorous grower producing rose-pink flowers. Remarkable upright habit of growth. The bushy plants are made up of strong, stiff canes. A fine variety. **2-year plants, 65c each, postpaid.**

FREIHERR VON MARSCALL—The large, full, well-shaped, bright red flowers are borne in profusion throughout the season. Its fine foliage is unusual. One of the best of the Tea Roses. **2-year plants, 65c each, postpaid.**

HARVARD—A handsome double dark red Rose of exceptional merit. Blooms nearly black. Handsome long-pointed buds opening into a full double bloom of the same dark shade. Fragrant as an American Beauty. Good growth and foliage. **2-year plants, 65c each, postpaid.**

JOANNA HILL—Strong growing, ever-blooming Hybrid Tea Bush Rose. Large, long, handsome buds, opening into a double bloom, deep yellow flushed with a coppery orange at base of petals. **2-year plants, 65c each, postpaid.**

SENSATION

(See illustration.) Crimson-scarlet, sweetly scented blooms. Finely formed, large, deep and double. Blooms deep red; from spring until autumn. Growth thrifty and disease resistant. A Rose of great merit. **2-year plants, 65c each, postpaid.**

Sensation



Bush ROSES

QUEEN LOUISE—New and beautiful, full double flower; large, globular shape; color, pure white. Strong branching grower. Splendid novelty. **2-year plants, 65c each, postpaid.**

RED RADIANCE

(See illustration.) Has no superiors and few equals; identical with the original Pink Radiance except the color is splendid, even shade of clear red, without a trace of any other color, retaining its vividness after being cut. The vigor of growth, its adaptability to any soil or climate has made this Rose outstanding. It does just as well in the far north as in the extreme south. It is one of the best garden Roses in the world. Very hardy and free blooming. **2-year plants, 65c each, postpaid.**

AMI QUINARD—Dark crimson buds opening into large semi-double blooms. The petals flex back near the tips, giving the full blown bloom a star-like effect. The deep, almost black, hue is retained until the flower fades. Growth moderately vigorous; blooms profusely. **2-year plants, 75c each; star size, \$1.00, postpaid. ★**

CONDESA DE SASTAGO—A new highly colored Rose bearing large flowers of copper-red and rich yellow. Strong and vigorous growth. **2-year plants, 75c each; star size, \$1.00 each, postpaid. ★**

THE BRIDE

(See illustration.) There is no other white Rose more satisfactory than "The Bride." The buds and flowers are unusually large, well formed and deliciously perfumed. When planted in the open ground the flowers are sometimes found to be delicately tinted with pink, making it exceedingly attractive. Strong, healthy growth and a profuse bloomer. **2-year plants, 65c each, postpaid.**

The Bride



Great Red Radiance

SOUV. DE PIERRE NOTTING—Color apricot-yellow, tinged with golden and mixed with orange-yellow, edge of petal shaded carmine-rose. **2-year plants, 65c each, postpaid.**

ISABELLA SPRUNT—Golden yellow, free blooming with perfect buds. A sweet scented favorite of many years. **2-year plants, 65c each, postpaid.**

J. B. CLARK—An intense deep scarlet-rose, with brilliant sheen, shaded blackish crimson. **2-year plants, 65c each, postpaid.**

RED COLUMBIA—Color brilliant scarlet-crimson of exquisite shading. **2-year plants, 65c each, postpaid.**

Most Roses in 3 sizes—see prices below.

ANY TWO 2-Year ROSES **\$1.25**
 On this page (except where noted) Post-paid

1st size, strong Roses, 25c each; any 3 for 65c.
 2-year large Roses, 65c each; any 2, \$1.25;
 any 6, \$3.50.

Star size specimen plants, 85c each.
 ★ 1st size plants not available in these varieties.

All prices postpaid.
 Beautiful potted plants.

ALL ROSES POTTED, SUITABLE FOR PLANTING
 SPRING, SUMMER AND FALL.

Colors Rival
the Rainbow

Blue Ribbon Rose

Dainty BABY DOLL



This lovely baby or miniature introduction of ours is the most unique of all Roses. The foliage is three times as plentiful as is usually seen and is highly insect resistant. It grows not to exceed 15 inches high, produces hundreds of perfectly formed, absolutely double, miniature blooms, early and late, all the time, outdoors and indoors in pots. The plant is always blooming! In hardiness and health it is superb, exquisitely formed, dainty and beautiful. The tips of the petals are vivid crimson, then that mellows down through shades of pink into saffron, lavender, gold and yellow and finally into deep old gold—so extraordinary that everyone who sees it exclaims, "What a wonderful Rose!" Perfectly hardy everywhere. In the writer's garden in bloom November 20th. **Strong 1st size plants, 25c each; 3 for 65c. 2-year plants, 70c each; 2 for \$1.35. Larger star size, 90c each. All postpaid.** Ideal for bedding and edgings. Ask for quantity prices.

Unusual Roses

NOW . . . A GREEN ROSE—A most interesting and remarkable Rose. Much sought for because of its oddity. Flowers are of medium size with small pointed petals set very thickly, which are the same color as the foliage—dark, pea green. Buds are especially beautiful. We believe we have the only stock of it now known. Much has been printed in the newspapers from coast to coast wherever it has been seen because it is surely a curiosity. Blooms constantly. **1st size strong Roses, 25c each; 3 for 65c. 2-year large Roses, 65c each; 2 for \$1.25. Star size plants, \$1.00 each, postpaid.**

ROULETTI—The world's tiniest Rose. The dainty buds of deep rose-pink opening into exquisite double flowers literally cover the miniature plants. Growth, about 6 inches in height, very bushy, healthy, absolutely hardy, blooming continuously; color, lively pink; open flower double, less than 1 inch in diameter. Fine for edging, rock gardens, window boxes. Exceedingly rare. **1st size strong plants, 25c each; 3 for 65c. 2-year plants, 65c each; 2 for \$1.25. Star size, 95c each, postpaid. Ask for quantity prices.**

HUGONIS—The Golden Rose of China. Unique, making a beautiful shrub, bearing immense wreaths, literally masses of single, clear, yellow flowers. Grows in the poorest soil to perfection. Needs no protection. With its immense wreaths and gorgeous flowers, it is truly a sight to behold blooming in early spring. In late fall foliage is a beautiful purple. Once planted it lasts a lifetime. Splendid for hedges. Ask for price per 25 or more plants. **1st size plants, 20c each; 3 for 50c. 2-year plants, 60c each; 2 for \$1.10; 6 for \$3.00. Star size, 80c each, postpaid.**

BABY DOLL Collection

**4 OUTSTANDING
ROSES \$2.50
for only Postpaid**

BABY DOLL. Dainty crimson-gold.

DAVID O. DODD. Superb red.

BRIARCLIFF. Rose-pink.

LA CHAMPAGNE. Salmon-peach.

**All 4 Great Roses Above,
Beautiful 2-Year Plants,
\$2.50. All 4 Strong 1st Size
Plants, 90c. All 4 Star Size
Plants, \$3.25. Lusty Potted
Roses. All Prices Postpaid.**



←
*Hugonis,
the Golden
Rose of
China*

→
*Rosa
Rouletti,
"Lovely
Midget"*



Everblooming BUSH ROSES

HOLT HEWETT—(See illustration.) Some growers report that this is one of the finest shaped Roses, and one of the best for exhibition purposes. Bud is well-shaped on erect stems opening into a large fine flower of perfect form. Dark velvety crimson flushed scarlet. **2-year plants, 65c each, postpaid.**

BETTY UPRICHARD—(See illustration.) Beautiful new two-toned Rose. Copper-red buds. Large semi-double flowers; brilliant orange. Carmine outside of buds, with light salmon shades. New and strong growing. **2-year, 75c each. Star size, \$1.00, postpaid. ★**

MME. FRANCISCA KRUGER—(See illustration.) This beautiful Rose is of strong bush habit. The flowers are very large, well filled; color salmon, deeply shaded coppery yellow. Always in bloom. **2-year plants, 65c each, postpaid.**

PINK COCHET—(See illustration.) Its large, full, and firm buds open into large, perfectly double flowers of splendid substance on long, stiff stems. A clear, rich pink changing to silvery rose. Has many rivals but no superiors. **2-year plants, 65c each, postpaid.**

MRS. B. R. CANT—One of the best, if not the best Rose of its class and color now in cultivation. Exceedingly hardy, producing in marvelous profusion deep crimson-pink flowers with silvery rose center, perfectly double, fragrant. **2-year plants, 65c each, postpaid.**

MARSHALL P. WILDER—Cherry-colored flowers shaded bright red. Strong grower. Fragrant. **2-year plants, 65c each, postpaid.**

Most Roses in 3 sizes—see prices below.

ANY TWO 2-Year ROSES \$1.25 Post-paid

On this page (except where noted)

1st size strong Roses, 25c each; any 3 for 65c.
2-year large Roses, 65c each; any 2, \$1.25; any 6, \$3.50.

Star size specimen plants, 85c each.

★ 1st year plants not available in these varieties.

All prices postpaid.

Beautiful potted plants.



Betty Uprichard



Holt Hewett



Lovely Pink Cochet



Mme. Francisca Kruger

ALL ROSES POTTED, SUITABLE FOR PLANTING SPRING, SUMMER AND FALL.



Kootenay

GAIETY—A splendid fancy colored Rose. Color, pink shading through red and brown to golden yellow at the base of the petals. Good foliage. Hardy and vigorous. **2-year plants, 75c. Star size, \$1.00, postpaid.***

HARVARD—A handsome double dark red Rose of exceptional merit. Blooms nearly black. Handsome long-pointed buds opening into a full double bloom of the same dark shade. Fragrant as an American Beauty. Good growth and foliage. **2-year plants, 65c, each, postpaid.**

MRS. AARON WARD—Very distinct, coppery orange in the bud, golden orange when partly developed, and pinkish fawn when fully open. Splendid; pleasing fragrance. Plant is dwarf, spreading, with healthy holly-like foliage; always blooming. **2-year plants, 65c each, postpaid.***

LADY PLYMOUTH—(See illustration.) A Rose similar to Souv. de Pierre Notting, which means a handsome bud, full double bloom of large size. Deep ivory-cream, faintly flushed. **2-year plants, 65c each, postpaid.**



Lady Plymouth

BRIDESMAID

(See illustration.) Valuable for cutting. Fine in the open ground; color fine, clear, dark pink. Strong, vigorous grower, bearing its flowers on long, sturdy stems. Still holds its own as one of the most beautiful Tea Bush Roses. **2-year plants, 65c each, postpaid.**

Everblooming Bush ROSES

MME. EUGENE MARLITT—Exceptionally healthy, vigorous and free blooming. Flowers large, very double, rich bright carmine with scarlet tones which do not fade. A pleasing Rose. **2-year plants, 65c each, postpaid.**

KOOTENAY

(See illustration.) Flowers of immense size, full, double. Strong grower. Color creamy white. A profuse bloomer. A great Rose. **2-year plants, 65c each, postpaid.**

MRS. A. R. WADDELL—Rivals "Rev. F. Page Roberts." Better grower, beautiful buds, large flowers, very double; rosy scarlet, reverse shaded salmon tints. Really a jewel among Roses; too little known. Distinct, strong, free, hardy. **2-year plants, 65c each, postpaid.**

PRESIDENT TAFT—A most remarkable pink Rose, with a shining intense deep pink color of a very distinctive shade. Splendid novelty. **2-year plants, 65c each, postpaid.**

GENERAL MacARTHUR—Wonderful scarlet-crimson blooms. Bears continuously. Highly perfumed. Plant is erect, with very fine foliage. A very good Rose. **2-year plants, 65c each, postpaid.**

GOLDEN GATE—Color, rich creamy white, shaded with a golden yellow and clear rose, of indescribable beauty. Immense in size, finely formed, with long, beautiful buds. **2-year plants, 65c each, postpaid.**

Bridesmaid



ANY TWO 2-Year ROSES \$1.25

On this page (except where noted)

Postpaid

1st size strong Roses, 25c each; any 3 for 65c.
2-year large Roses, 65c each; any 2, \$1.25;
any 6, \$3.50.

Star size specimen plants, 85c each.

* 1st size plants not available in these varieties.

All prices postpaid.

Beautiful potted plants.

ALL ROSES POTTED, SUITABLE FOR PLANTING
SPRING, SUMMER AND FALL.

Baby Roses *Colorful - Dainty*

Vigorous growing, dwarf bushes always laden with brightly colored, dainty little blooms. Unexcelled for bedding, for lining walkways, for hedges . . . plant them liberally. Hardy and enduring.

ANNY MULLER—Flowers shiny, brilliant pink, produced in profusion all summer.

CHATILLON—Bright pink. Very vigorous. Profuse and continuous bloomer. Hardy.

ELLEN POULSEN—Dark brilliant pink, borne profusely.

GEORGE ELGER—Produces great quantities of lovely little buds of golden yellow. Grand grower, blooming all summer.

GLORIA MUNDI—New, a favorite with us. Large, well-formed, double flowers, in greatest abundance; amazing color, brilliant orange-scarlet. The only Rose of its color.

IDEAL—Enormous heads of blooms of intense, deep garnet.

LA FAYETTE—Flowers large as "Paul's Scarlet." Produced in enormous clusters, as many as forty flowers in a cluster. Color brilliant cherry crimson.

LA MARNE—Semi-double flowers of good size. Blush center, bright salmon-rose at edge of petals. Beautiful.

MARIE PAVIE—Medium size, very full and double; borne in large clusters, white flushed carmine.

MISS EDITH CAVELL—Bright crimson with white eye; enormous clusters. Very dwarf. Always blooming.

MLLE. CECILE BRUNNER—Miniature, exquisitely formed buds and flowers of delicate pink suffused with yellow at base of the petals. The sturdy dwarf plants bear the blooms in graceful clusters surrounded by waxy, healthy foliage.

ORLEANS—Semi-double crimson-pink blooms.

PINK BABY RAMBLER—Bright pink, clustered blooms upon a sturdy plant.

WHITE BABY RAMBLER—Pure white flowers borne in immense clusters. Delicious fragrance.



Gloria Mundi



Chatillon



Anny Muller

Baby Rose
COLLECTION
5 1st SIZE HARDY PLANTS 75c
Finest Varieties Grown.
MISS EDITH CAVELL. Crimson.
GLORIA MUNDI. Orange-scarlet.
IDEAL. Deep red.
GEORGE ELGER. Golden yellow.
CHATILLON. Pure pink.
1st SIZE plants—5 for 75c.
2-YEAR plants—5 for \$2.65.
STAR SIZE—5 for \$3.50.

ANY TWO 2-Year ROSES
Baby Roses above . . . **\$1.25** Post-paid

1st size strong Roses, 20c each; any 3 for 50c.

2-year large Roses, 65c each; any 2, \$1.25; any 6, \$3.50.

Star size specimen plants, 85c each.

All prices postpaid.

Beautiful potted plants.

WHITE COCHET—Showy white occasionally tinged with pale blush. One of the finest white Roses for open-ground culture. **2-year plants, 65c each; star size, 85c each; 1st size Roses, 25c each; 3 for 65c, postpaid.**

RUGOSA ROSES Shrub and Hedge Varieties

F. J. GROOTENDORST—Bright red, clustered flowers. Double with slight fragrance. Edges of petals serrated. Extremely hardy.

NEW CENTURY—Bright, rosy pink, with red center, with petals widely bordered with creamy white.

SIR THOMAS LIPTON—A handsome double Rugosa Rose, with the peculiar leathery foliage of the family and beautiful snow-white, exceedingly fragrant flowers. Hardy as an oak.

PRICES: Rugosa Roses, strong 1st size plants, 20c each; 3 for 50c. 2-year plants, 65c each; any 2, \$1.25; any 6, \$3.50. Star size, 80c each, postpaid.

ALL ROSES POTTED, SUITABLE FOR PLANTING SPRING, SUMMER AND FALL.



White Cochet

Garden Gem—
Gorgeous New Rose



8 Famous Everblooming

GARDEN GEM—(See illustration.) Our new introduction. Clear, rosy crimson flowers with slightly laciniated or frilled petals—unique and beautiful. Long, pointed buds opening into full, double flowers of perfect form. Petals are waxy and of unusually good substance, making blooms ideal for cutting. Vigorous in growth, slightly dwarf; good branching characteristics. Blooms profusely. Strong, healthy foliage. **2-year plants, 85c each. Star size, \$1.10 each, postpaid. ★**

ALEXANDER HILL GRAY

(See illustration.) This lovely Bush Rose is one of the very best everblooming garden Roses. Our friends, everywhere, praise it in glowing terms. The color, which is a soft yellow, does not fade in the open ground. Buds and blooms are of perfect form, immense in size, as big as a tea cup, full and double, produced in continuous abundance. Extra strong grower and hardiest of all Tea Roses. **2-year plants, 65c each, postpaid.**

BRIARCLIFF—One of the grandest Roses it has been our privilege to grow. Bud beautifully formed, long and solid, opening into one of the finest blooms of enormous size. Very double, a brilliant rose-pink. Splendid grower, free from black spot and mildew. Flowers in great abundance, on long, stiff stems. **2-year plants, 65c each, postpaid.**



A. H. Gray

ANY TWO 2-Year ROSES

On these pages (except where noted)

1st size strong Roses, 25c each; any 3 for \$1.25

2-year large Roses, 65c each; any 2, \$1.25

★ 1st size plants not available in these varieties

All prices postpaid. Beautiful potted
All Roses Pot-Grown for Safe Planting, Sp



The Great Briarcliff

coming

BUSH ROSES

E. G. HILL—(See illustration.) One of the finest outdoor Bush Roses in existence today. Strong upright grower, vigorous and healthy. Buds ideal, long and pointed on good stout stems, open into a full double bloom of crimson-scarlet which retains its color until the petals fall. Blooms continuously from early season until late fall. Hardy everywhere. **2-year plants, 65c each, postpaid.**

LA CHAMPAGNE

(See illustration.) Semi-double peach-colored blooms, slightly shaded darker. Extremely strong grower, producing the enormous flowers on long, stiff stems. A marvelously beautiful Rose. Better than Mme. Butterfly. Very scarce. **2-year plants, 75c each. Star size, \$1.00 each, postpaid.**

PRESIDENT HOOVER—Novelty bush Rose, free-blooming, gorgeous colors—shades of orange, pink, coppery red, with orange-yellow at base of petals, suffused with rose-pink—dazzling and impossible to describe. Lovely buds, flowers 7 inches across, exquisite fragrance. Selected as the best of 40,000 new prospects, given highest honors and gold medals everywhere. Very hardy. **2-year plants, 75c each. Star size, \$1.00 each, postpaid. ★**

Roses Offered in 3 sizes—see prices below.

\$1.25

Postpaid

3 for 65c.

\$1.25; any 6, \$3.50.

varieties.

botted plants.

Spring, Summer, Fall.

"Famous 8" Collection

8 Roses above, 1 each, large 2-year plants, \$4.25; 6 of these varieties, 1st size plants, our selection—**\$1.25 Postpaid**



La Champagne, a really great Rose

GOLDEN OPHELIA—Buds and flowers of fine size and beautifully formed, of a bright golden yellow. Hardy and a profuse bloomer. **2-year plants, 65c each, postpaid.**

JOHN COOK—Beautiful clear pink in color, reflex petals a lighter shade. Large flowers borne continuously. We think this is one of the great garden Roses of our time. **2-year plants, 65c each, postpaid.**



Pres. Hoover



E. G. Hill

Selected Climbing Roses

Free Blooming Climbing Roses

BELLE OF PORTUGAL—Blossoms are large and a most beautiful shade of soft salmon. Produced singly on long stems.

CLIMBING CECILE BRUNNER—Color rosy pink, rich creamy white background. Plants sturdy growing but need protection.

CLIMBING CLOTHILDE SOUPERT—One of the best, bearing immense clusters of flowers constantly. Ivory-white flowers, shaded in center silvery pink. Not excelled by any climber. Hardy.

CLIMBING COLUMBIA—Same as Columbia. Wonderful climber, growing 10 to 15 feet in single season, blossoms continuously, bearing blossoms often measuring 6 inches in diameter. A great pink, hardy, everblooming, climbing Rose. Fragrance delicious.

CLIMBING HELEN GOULD—Climbing type of the beautiful "Helen Gould." Immense flowers, full and double, constantly produced. Warm watermelon-red. Superior.

CLIMBING GRUSS AN TEPLITZ—This is an exact counterpart of bush Rose, "Gruss an Teplitz," but is a fairly vigorous climber of the pillar type. In the spring it is a dazzling sheet of velvety crimson. Each bloom is produced singly on long stems, the same as the bush variety so well-known. Blossoms continuously through the growing season. One of the world's greatest everblooming pillar type climbing Roses; hardy everywhere.

CLIMBING PINK COCHET—An exact climbing counterpart of the bush variety. As free blooming as the "Cochets." Will withstand the rigor of the northern winters with protection. Superb pink flowers of fine form and substance.

ANY TWO 2-Year ROSES \$1.25 Postpaid

Free Blooming Climbing Roses Above . . .

1st size strong Roses, 25c each; 3 for 65c.

2-year large plants, 65c each; 2 for \$1.25; any 6, \$3.50.

Star size plants, 85c each.

All Postpaid.
Beautiful Potted Plants.

Hardy Climbing Roses

CLIMBING MARECHAL NEIL—The famous old favorite which grows so luxuriantly in the South. Buds and flowers superb; extra large, very double, and deliciously perfumed. Deep golden yellow. Blossoms with great freedom. In the North should have very careful protection during the winter.

CLIMBING WHITE COCHET—The exquisite white flowers are borne in great profusion. Absolutely hardy, except in the extreme North, where it requires slight protection. Vigorous grower, throwing up strong canes 15 to 20 feet long in a single season.

FREEDOM—Strong, hardy, rugged, new white climbing Rose. Flowers double, sweet scented, free blooming on long stems.

MRS. ROBERT PEARY—Strong, rapid grower. The lovely white flowers are magnificent beyond description, buds long and pointed.

AMERICAN PILLAR—Of extremely vigorous habit of growth; foliage lively green the season through. It has a profusion of bright pink, semi-double flowers in clusters which are followed by clusters of attractive red berries.

ALBERIC BARBIER—(See illustration.) Entirely free from insect attacks; heavy waxy foliage, shines as if varnished. The beautiful yellow flowers are unusually double, sometimes borne singly, sometimes in clusters.

AUNT HARRIET—Amazingly fine with its masses of dazzling scarlet-crimson Roses. The bright effect is intensified by the pure white centers and brilliant golden anthers.

BIRDIE BLYE

(See page 19.)

(See illustration.) One of the freest blooming hardy climbers. Bushes here bloom 5 and 6 times each season. Perfectly hardy everywhere. Strong grower. Foliage bright glossy green and free from insects or disease. Blossoms full and double. Color a bright carmine, changing to bright satiny rose, very fragrant. This is a really great Rose.

BESS LOVETT—Flowers fragrant, clear bright red, good size, double.

CHRISTINE WRIGHT—Large, thick, leathery foliage. Flowers bright pink, 4 inches in diameter; almost double, borne in large clusters. A fine pillar Rose.

All Climbing Roses offered in three sizes: 1st size, large 2-yr. plants, and still larger star size Roses.

FAVORITE COLLECTION OF HARDY CLIMBING ROSES

When once planted they last a lifetime! Ideal for covering trellises, arbors, garages and porches.

- 1 Tausendschon. Yellow and rose-pink.
- 1 Keystone. Yellow.
- 1 Birdie Blye. Lovely pink.
- 1 Climbing American Beauty. Rosy crimson.
- 4 Other Fine Varieties. Our selection.

ALL 8
HARDY CLIMBING ROSES

\$1.00 Postpaid



Hardy Anywhere

CLIMBING AMERICAN BEAUTY

(See illustration.) Perfect grower, wonderfully hardy and remarkably free blooming. Almost the same as "American Beauty," with smaller flowers. Medium size flowers, each produced on separate stems in clusters, vivid rosy crimson in color, with delicious fragrance. Borne in greatest profusion for weeks. Foliage tough and leathery. Hardy and as sturdy as an oak in all localities. For single specimens, trailing over verandas, for trellises, anywhere and everywhere, this Rose will give the greatest satisfaction. Once planted will last a lifetime. Ours is the genuine stock. Absolutely true to name, on its own roots.

DR. W. VAN FLEET—A splendid hardy Rose, large flowers about 4 inches across, full and cup shaped; color flesh-pink deepening to rosy flesh in center.

EUGENE JACQUET—Immense trusses of fragrant cherry-red flowers in profusion.

EXCELSA—The flowers are very double, produced in immense trusses of 30 to 40 flowers to each truss. Color intense crimson.

GARDENIA—Very sweetly fragrant; creamy-yellow.

HEART OF GOLD—Hardy climber. Crimson with white at base of petals.

KEYSTONE

Perfectly hardy everywhere, blooms in wonderful profusion. The open flower is perfectly double, with buds beautifully formed. Color clear lemon-yellow. A fine hardy deep yellow free climber. This is a really great Rose.

MARY LOVETT—Hardy as an oak, a grand Rose wherever an absolutely hardy, white climbing Rose is wanted.

PAUL'S SCARLET

(See illustration.) This great climbing Rose is one of the few best Roses for home planting. Blooming freely early and then frequently in late fall. Color a flaming scarlet, a striking color. Makes a brilliant display. Hardy everywhere. The petals do not fade like many climbing Roses. A wonderfully strong grower, quickly making an immense plant 10 to 20 feet high. When in bloom is a gorgeous sight. We like it better than "Blaze."

Birdie Blye (See page 18)



WHITE DOROTHY PERKINS—A rampant grower, and in a short time will cover a large trellis. Glistening white.

TAUSENSCHON—Large flowers, with ruffled petals, borne in enormous trusses, from 10 to 15 in a cluster. Colors vary through shades of yellow, cream, and rose-pink. A tremendously vigorous plant, bearing thousands of blooms early in the season and continuing late. It is among the most satisfactory of climbers.

ROSARIE—This is a bright pink form of Thousand Beauties. A good climber and a very satisfactory climber in every respect.



Climbing American Beauty



Alberic Barbier



Paul's Scarlet Climber

ANY TWO

Two- Year **\$1.25**

Postpaid

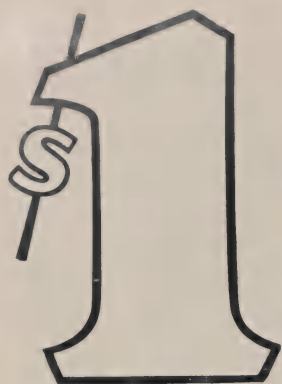
Hardy Climbing Roses, pages 18 and 19.

First size strong Roses, 20c each; 3 for 50c.

2-year, large Roses, 65c each; 2 for \$1.25; any 6, \$3.50.

Star size, 85c each.

All Postpaid
Beautiful Potted Plants



Bargains

That Save You Money

Real honest-to-goodness **bargains**—taken from our standard stock of fine plants. Every offer on this page is worth far more than the price asked . . . so don't fail to take advantage of these wonderful money-saving **bargains**!

GREAT TRIAL COLLECTION



Alex. H. Gray

Eight healthy, strong, sure-to-grow Roses—in all shades and colors.

CRIMSON BEAUTY—Improved Gruss an Tep-litz.

ALEX. H. GRAY—Gorgeous yellow.

BABY DOLL—Gold and crimson.

Five others, our selection, bush and climbing kinds, each individually labeled for only

\$1.00 Post-paid

E. G. HILL COLLECTION

Seven Everblooming Bush Roses,

Only \$1.00 Postpaid

E. G. HILL—Large red.

LADY HILLINGDON—Apricot-orange.

MME. F. KRUGER—Salmon-pink.

ALEX. H. GRAY—Yellow.

F. R. PATZER—Buff-pink.

Two other fine kinds, individually labeled, our selection. 2-year potted Roses, same varieties, only \$3.25, postpaid.



12 HARDY CHRYSANTHEMUMS

- 1 **JEWEL**—Pink button.
- 1 **JEAN TREADWAY**—Shell-pink.
- 1 **MANDARIN**—Bronzy gold.
- 1 **RED DOTY**—Bright red.
- 1 **PSYCHE**—Dainty pink.
- 1 **R. MARION HATTON**—Clear yellow.

Six other fine varieties, individually labeled, our selection. Twelve sturdy Chrysanthemums,

\$1.00 Post-paid



WONDER DELPHINIUM COLLECTION

Five gorgeous Delphiniums, \$1.00, postpaid.

1 **PACIFIC DOUBLE WHITE**.

1 **PACIFIC GIANT BLUE**.

1 **BLACKMORE AND LANGDON HYBRID**.

1 **BELLADONNA**—Light blue.

1 **BELLAMOSUM**—Deep blue.

These five great kinds for only

\$1.00 Post-paid



BRIARCLIFF SET OF ROSES

Six gorgeous Bush Roses, \$1.00, postpaid.

1 **BRIARCLIFF**—Silvery pink.

1 **LA CHAMPAGNE**—Salmon-buff.

1 **KOOTENAY**—Beautiful white.

1 **MRS. W. E. LENON**—Vermillion.

1 **GRACE N. CROWELL**—Brilliant rose.

1 **DAVID O. DODD**—King of reds.

1 **LADY HILLINGDON**—Apricot-yellow.

These six fine varieties, only \$1.00, postpaid. Two-year potted Roses, same varieties, only \$3.25, postpaid.



HARDY PERENNIALS ~

for Permanency • Beauty • Pleasure

The ever-increasing demand for hardy perennials is testimony enough to the adaptability of these gay flowers in making modern gardens more colorful—more enjoyable. In the border plant them in groups of three or more to give substantial color masses. Arrange the taller growing varieties to the back, and design the border with a season-through color effect in mind. Space about the same distance as the height of the variety. Heights and blooming times are given in the descriptions.

ALYSSUM

SAXATILE COMPACTUM—9 to 12 in. Dwarf Golden Tuft, Basket of Gold. One of the showiest of spring flowers. Blooms April and May.

ICELAND POPPY

Graceful single blooms in brilliant colors borne on slender stems in midsummer. Bright green fernlike foliage. Ideal for cutting. Mixed hybrids of bright red, yellow and orange.

ORIENTAL POPPY

2½ ft. Glorious brilliant orange-scarlet flowers appearing on graceful long stems during May and June. Unsurpassed in beauty. No garden is complete without the dazzling splendor of these gorgeous colors.

LYTHRUM

CRIMSON DWARF—2½ ft. Showy spikes of rosy crimson borne on a vigorous, branchy plant all summer.

VERONICA (Speedwell)

INCANA—1 ft. Numerous flowers of rich blue held on a graceful spike in July and August. White, woolly foliage gives unusual appearance to variety even when out of bloom. Splendid for edgings and for the rock garden.

CAMPANULA

MEDIUM (Canterbury Bell)—2 to 4 ft. Large clusters of blue, bell-shaped flowers. Blooms June and July.

CARNATION

CRIMSON KING—1½ ft. Free blooming, hardy variety bearing dazzling crimson flowers from spring through to fall with remarkable abundance. Long slender stems for cutting.

CHINESE LANTERN

2 ft. An ornamental plant freely producing bright orange-scarlet lantern-like flowers which can be cut and dried for winter bouquets.

SIDALCEA

NEW MIXED HYBRIDS—2½ ft. Spires of rosy bloom. Long stems suitable for cutting.

SILENE

ORIENTALE BRIGHT RED—2 to 3 ft. Compact flowers of bright crimson borne on long slender stems in midsummer.

STRONG, HEAVY PERENNIALS

(Except where noted.)

Each	\$0.25
3 for60
12 for	2.00
All Postpaid	



Alyssum Saxatile



*Hardy Carnation,
Crimson King*



Hardy Delphinium

Plant Beautiful

DIANTHUS

PLUMARIUS (Clove Pink)—12 in. Clear pink shading to various degrees of red. Blooms the entire season. Extremely hardy and of vigorous growth.

TRITOMA (Red Hot Poker)

DIENER'S HYBRIDS—4 ft. Rich orange-scarlet and coral-orange waxy flowers appearing freely in late summer and continuing until October. Excellent cut flower.

GEUM

LADY STRATHEDEN—1½ ft. Rich golden yellow double flowers. Blooms from May to July.

MRS. BRADSHAW—1½ ft. Double brilliant scarlet blooms from May to July.

GYPSOPHILA (Baby's Breath)

DOUBLE SNOW WHITE—2 to 3 ft. Tiny white flowers on slender stems, giving a mist-like effect. Blooms during July and August. Fine for the garden bouquet.

BRISTOL FAIRY—2 to 3 ft. Large panicles of double, white flowers borne continuously throughout the season.

HESPERIS

MATRONALIS (Sweet Rocket)—2 to 3 ft. Purple flowers in showy spikes in June and July. Fragrant.

COREOPSIS

2 ft. A gem among hardy plants. It begins to flower in June and continues in bloom more or less throughout the season. Flowers are a golden yellow. Graceful, invaluable for cutting, having long, graceful stems.

HIBISCUS (Marshmallow)

6 ft. Enormous single blooms produced from June to September. Red, Pink, or White.

PHYSOSTEGIA

COMPACTA—1½ ft. Rose-colored flowers in close compact spikes. Among the most popular perennials because of the delicate beauty of the tubular blooms supported on dense, bright green plants.

PLATYCODON

EARLY GIANT BLUE—2½ ft. Large blue, cup-shaped flowers of great beauty, appearing from July to October.

ACHILLEA

THE PEARL—2 ft. Double white flowers produced in large sprays all summer. Fine for cutting.

SHASTA DAISY

DIENER'S DOUBLE FRINGED—2 ft. The large shaggy flowers are made up of a double row of narrow petals which are curled and frilled outward from the yellow center, giving the bloom almost the appearance of a large shaggy Chrysanthemum. The plant is vigorous and produces the unusual blooms during midsummer and early fall. Outstanding.

ALASKA—2 ft. The single flowers are of the purest, glistening white, of enormous size and produced on long stiff wiry stems, which make them excellent for cutting.

Strong, Heavy Perennials

(Except where noted.)

25c each

3 for 60c

12 for \$2.00

All Postpaid



Coreopsis



Double Shasta Daisy



Tritoma



Achillea



Physostegia

Hardy Perennials

AQUILEGIA

CRIMSON STAR—2 ft. Bright blood-crimson sepals and spurs with white petals. New and attractive. The large flowers appear in spring and early summer.

MRS. SCOTT ELLIOTT'S HYBRIDS—2 ft. Large long-spurred flowers. Blooms during late spring and summer.

BLEEDING HEART

2½ ft. Deep rose heart-shaped flowers gracefully drooping from willowy stems. Blooms April-June.

PYRETHRUM

ROSEUM (Painted Daisy)—2 ft. Rosy red blooms appearing on the plants through May and June.

GAILLARDIA

BURGUNDY—2 ft. Large, 2½-inch flowers colored wine-red. Borne on stiff, long stems from June until frost.

DAZZLER—2 ft. Large golden yellow flowers with rich maroon-red center.

GOBLIN—1 to 1½ ft. Profuse blooming dwarf variety. Large bright yellow flowers zoned in red.

ASTER

AMETHYST—3 ft. Outstanding purple-blue Aster. The nearly double flowers appear in September by the hundreds on sturdy upright stems.

BEECHWOOD CHALLENGER—5 ft. Flowers clear red with bright yellow centers. Strong disease-resistant plants are covered with a mass of crimson bloom through September.

MT. EVEREST—3½ ft. Finest of white Asters. An abundance of lateral growth makes the plant a pyramid of gorgeous yellow-centered flowers. Highly recommended for the fall-blooming border.

STAR OF WARTBURG—1½ ft. A lovely spring-flowering variety of recent introduction. Flowers averaging 3 inches across are a delightful shade of lilac-blue with a large deep yellow center. Invaluable for beds, borders, and rock gardens. Long stems make the blooms ideal for cutting.



Bleeding Heart



Aster, Amethyst



←
*Gaillardia,
Burgundy*



Pyrethrum



Aquilegia



Goblin

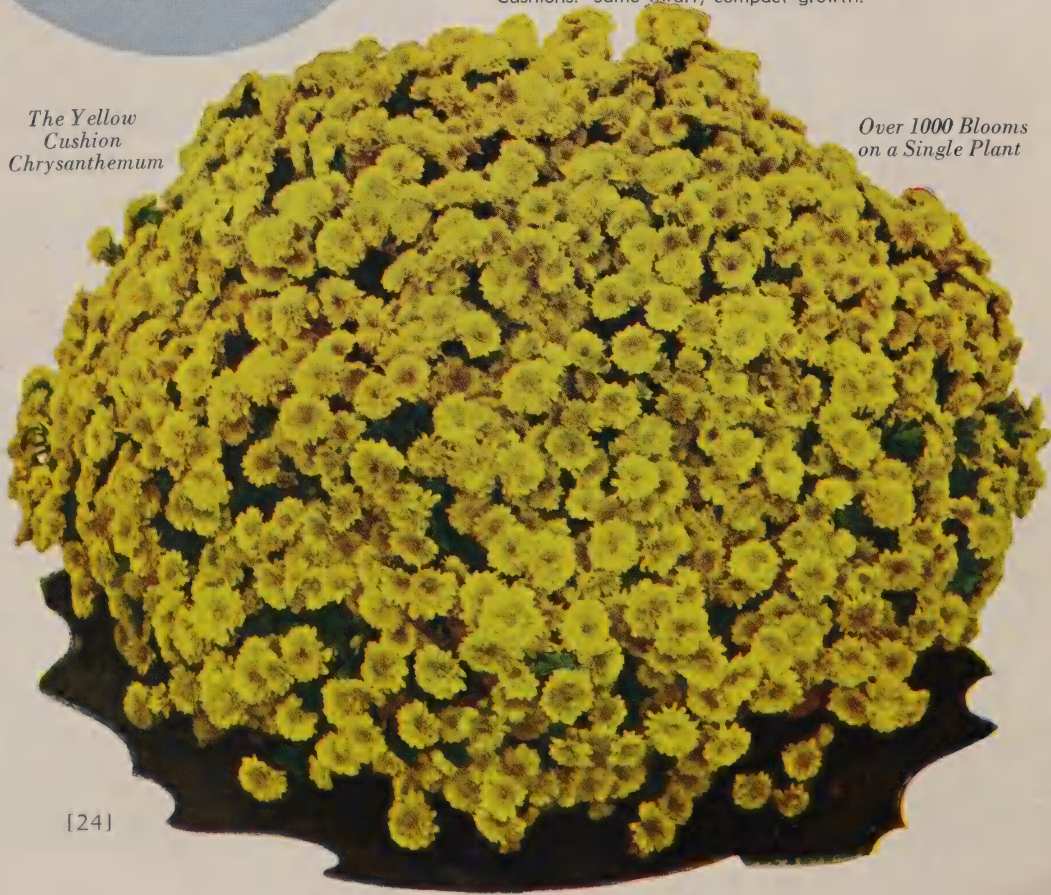
Rainbow COLLECTION CUSHION 'MUMS

5 for 70c

Sensational new hardy Cushion 'Mums, 700 to 1000 perfect blooms on a single plant first year. We offer 1 each strong blooming plants, Pink, White, Bronze, Red, Yellow Cushion 'Mums. All labeled.

5 In All 70c Post-paid

*The Yellow
Cushion
Chrysanthemum*



*Over 1000 Blooms
on a Single Plant*

Brighten the Fall Garden

These famous New Castle Chrysanthemums are among the most beautiful of all outdoor flowers and our list includes every color and shade imaginable. Blooming in fall, they continue showing gorgeous flowers even after heavy snow. They are indeed the glory of the autumn days. Blooming dates and approximate heights are given at end of each description.

NEW! OUTSTANDING INTRODUCTIONS

LAVENDER LADY—(Bristol, 1939.) Blooms true lavender, a rare and much sought-for color in the floral kingdom. No trace of mauve, purple, or magenta appears under any light condition. Flowers full double, 3 inches in diameter, and perfectly spaced on branching sprays. Blooms October 8th. Height 2½ ft. **30c each; 3 for 75c, postpaid.**

GOBLIN—(Bristol, 1940.) A lovely, distinct, warm golden bronze—attains perfection for Hallowe'en. Airy, graceful. Height 2 feet. **35c each; 3 for \$1.00, postpaid.**

PYGMY GOLD—(Bristol, 1938.) Distinctive dwarf, golden yellow. Miniature flowers 1 inch across. Remarkable bushy habit of growth and early free-flowing habits. Sept. 10th. **20c each; 3 for 50c, postpaid.**

HARDY CUSHION 'MUMS

Strong plants, 20c each; 3 for 50c, postpaid.

YELLOW CUSHION—New golden yellow cushion 'Mum, quickly develops into a compact mound-shaped plant. Completely covered with clear golden yellow, double blooms. Striking novelty.

BRONZE CUSHION—Another member of this unusual family is this variety which flowers a delightful bronze from September 'til frost.

PINK CUSHION—Low compact bushy growth. As many as 1000 blooms produced on one plant from August to late November.

WHITE CUSHION—This novelty possesses the same habit of growth as the other Cushion 'Mums and blooms with the same free habit but flowers snowy white with clear yellow center.

RED CUSHION—Flowers rich red. Blooms smaller than other Cushions. Same dwarf, compact growth.

- PLANT 'MUMS

Autumn's favorite flower

EARLY FLOWERING POMPONS

Strong plants, 15c each; 4 for 50c, postpaid.

ALADDIN—Bears rich coppery bronze flowers which are overlaid with apricot. Flowers in late August. Medium height.

JEAN TREADWAY—Tightly formed, beautifully shaped blooms of deep, clear pink, in center shading to soft rose and coral near petal tips. Blooms October 1st. Medium height.

MARIE ANTOINETTE—Deep pink flowers borne October 15th. Medium height.

MITZI—Dainty yellow button Pompon. October 15th. Medium.

R. MARION HATTON—Bright canary-yellow blooms freely produced. October 1st. Medium.

RUTH CUMMING—Unusual shadings of terra-cotta-bronze. Early October. Medium.

VIVID—Bright rosy red. Fine deep green foliage. October 1st. Medium.

YELLOW NORMANDIE—Bright yellow flowers. October 1st. Medium.



Profusion — Lives up to its name

POMPON COLLECTION

6 POMPONS 60c Post-paid

ALADDIN—coppery bronze; **UYALDA**—early white; **RUTH CUMMING**—terra cotta; **R. MARION HATTON**—canary-yellow; **LILIAN DOTY**—soft rose; **VIVID**—bright red. One each of these six superior Pompons for 60c, postpaid.

NEW KOREAN HYBRIDS

Strong plants, 25c each; 4 for 75c, postpaid.

ASTRID—The hardiest of all Chrysanthemums. Flowers are a full 3 inches in diameter, single and appear first in late September. A yellow center accentuates the warm pink and old rose of the petals. Bright green, heavy waxy disease-resistant foliage makes the plant attractive even when not in bloom. Dwarf.

INDIAN SUMMER—Shaggy, double, 3-inch flowers of vivid, glowing orange. Sturdy, erect growth. Of medium height. Bears full bloom October 15th. Outstanding recent introduction.

SYMPHONY—Mauve-rose overcast with a sheen of soft coppery rose. Acquires silvery lilac and faint copper tones upon maturing. Flowers are large, double and carried on heavy sturdy stems. New. October. Tall.



Lovely Pigmy Gold



The Moor (See page 26)



Dainty Lavender Lady

NEW CASTLE

Chrysanthemums

KOREAN 'MUMS

Strong plants, 15c each; 4 for 50c, postpaid.

APOLLO—Large single flowers of bronze, gold, and salmon. October. Medium.

CERES—Soft bronze. Single with open yellow center. October. Medium.

COUNTRY GIRL—Sparkling pink flowers 3 to 4 inches across. October. Tall.

DAPHNE—Lilac-rose overlaid with daphne-pink. Single. Early. October. Medium.

HEBE—Pink suffused with lavender-pink tones. October. Medium.

LOUISE SCHLING—Large single, salmon-yellow suffused with red. October. Medium.

MANDARIN—Gorgeous variety of recent introduction producing perfect double flowers of coral, salmon and coppery gold. Early. October. Dwarf.

THALIA—Lively, semi-double, orange-yellow. Compact growth. October. Dwarf.

THE MOOR—Brilliant amaranth-purple or port-wine-red. Fully double flowers 3 inches across. Late September. Medium.

PROFUSION—Rich coppery old gold, daisy-like flowers in abundance. October. Medium.



Korean 'Mum, Country Girl

HARDY POMPONS

Strong plants, 15c each; 4 for 50c, postpaid.

EDITH NEWBERRY—Orange Aster type. Early November. Tall.

LILIAN DOTY—Soft rose-pink. October 10th. Medium.

MARY L. HALL—Golden yellow. October. Tall.

RED DOTY—Lively red. Tall. November 1st.

SEA GULL—Beautiful white. November 1st. Medium.

IRENE—Miniature, white, button flowers. October 15th. Dwarf.

JEWELL—Large, pink, button blooms. Early October. Dwarf.

NUGGETS—Dainty, yellow, button flowers. October. Dwarf.

DOROTHY TURNER—Bronze, old gold. November. Medium.

BRONZE BUCKINGHAM—Bronze daisy flowers. November 1st.

FRAU BEAU—Yellow-brown. Medium.

GODFREY—Anemone-flowered pink. Late. Tall.

LEGAL TENDER—Double bronze-gold. Medium. November.

MRS. BUCKINGHAM—Single pink. November 1st. Medium.

NORMA—Pink anemone. November. Medium.

PINK DOT—Rose-pink. October. Medium.

RED BEAU—Reddish brown. Medium.

STOPLIGHT—Terra cotta. November 5th.

LARGE FLOWERING CHRYSANTHEMUMS

Strong plants, 15c each; 4 for 50c, postpaid.

AMBASSADOR—Large incurved white. October. Tall.

CELESTRA—Shining golden yellow. Big and full. Early October. Medium.

GOLD LODGE—Large, clear yellow. October 1st. Medium.

J. W. PRINCE—Excellent pink. November 1st. Short.

MRS. H. C. KIDDER—Fine yellow. October 25th. Medium.

QUAKER MAID—Pure white. Large. October 5th. Medium.

ROSE PERFECTION—Immense rosy pink. November. Short.

SILVER SHEEN—Silvery white. October 20th. Medium.

SUN GLOW—Glowing yellow. October 25th. Medium.

BETSY ROSS—White. Early November. Tall.

HARVARD—Crimson. Late November. Medium.

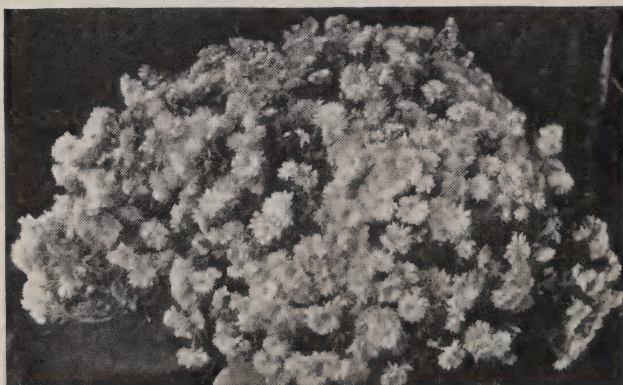
MARGARET GRAHAM—Large white. Late. Medium.

SNOW WHITE—Fine white. Late October. Medium.

SUPERB 'MUM SET OF EIGHT CHRYSANTHEMUMS 75c, postpaid.

These are the varieties with immense flowers that sometimes measure six or seven inches across. Sure to grow and absolutely sure to bloom this year. **Eight superb varieties carefully chosen, our selection, from the above list, 75c, postpaid.**

← Large-Flowering 'Mum, Celestra



Pink Cushion 'Mum



PHLOX

Gay—Hardy

Hardy Perennial Phlox are most satisfactory, for once planted they are permanent—require little or no protection, and are almost free from all insects and diseases. The immense heads of bloom are of the most delicate colors and are produced in continuous profusion. These are the best kinds.

DAILY SKETCH—Delicate salmon, carmine eye.

LILLIAN—Delicate cameo-pink, large flowers.

GEORGE STIPP—Deep glowing salmon. New.

MIA RUYS—Lovely pure snow-white. Dwarf.

MILLY VAN HOBOKEN—Bright cerise-pink.

SALMON GLOW—Lively salmon, deeper eye.

AFRICA—Brilliant carmine-red, blood-red eye.

BORDER QUEEN—Lovely dwarf salmon.

LEO SCHLAGETER—Glowing orange-scarlet. New.

ROSENBERG—Beautiful purple. Red eye.

EUROPA—Pure white, crimson-carmine eye.

RHEINLANDER—Strong, large salmon-pink.

Strong, vigorous, field-grown plants, for immediate effect, 25c each; 3 for 50c; 8 for \$1.00, postpaid. One each, 12 Phlox above, \$1.50, postpaid.



Phlox, Daily Sketch

HARDY GARDEN IRIS

The Iris listed are the **newer** kinds that have definitely **proven** their merits. The gorgeous colorings of the immense flowers will prove a little breath taking, we know, if you have never before grown these improved kinds. Listed are the **new** fall-blooming Iris—blooming first in early spring, then again in fall; kinds intermediate in height and blooming 2 to 3 weeks ahead of the taller sorts; and, too, the dainty dwarfs bearing blooms a full month ahead of the taller varieties on stems 4 to 7 inches high.

CLARA NOYES—Sunset blend of orange, yellow, red. 32 inches. Midseason. 25c each; 6 for \$1.00, postpaid.

DAUNTLESS—Finest bright red. Purple undertone. 40 inches. Midseason. 25c each; 6 for \$1.00, postpaid.

DESERT GOLD—Fragrant, luminous yellow. Early. 35 inches. 25c each; 6 for \$1.00, postpaid.

BLACK WINGS—Midnight-blue with frosty lustre. 36 inches. Midseason. 30c each; 4 for \$1.00, postpaid.

INDIAN CHIEF—Lovely light violet and red. 40 inches. Midseason. 25c each; 6 for \$1.00, postpaid.

WAMBLISKA—Large stately white. 38 inches. Midseason. 25c each; 6 for \$1.00, postpaid.

DORCAS HUTCHESON—New. Fall blooming. Violet shading. 18 inches. Early. 30c each; 4 for \$1.00, postpaid.

ELEANOR ROOSEVELT—New. Fall blooming. Fluorite-purple. 26 inches. Early. 30c each; 4 for \$1.00, postpaid.

SOUTHLAND—New. Fall blooming. Clear lemon-chrome-yellow. 28 inches. Early. 50c each, postpaid.

SPARK—Early blooming intermediate. Bright, rich red. 26 inches. 25c each; 6 for \$1.00, postpaid.

SUSA—Early blooming intermediate. Deep violet-rose. 24 inches. 25c each; 6 for \$1.00, postpaid.

EARLY FLOWERING DAINTY BABY IRIS

AMOENA BLEND, LEMON-YELLOW, GOLDEN, RUBY-RED, DEEP MAROON—Baby Iris, strong plants, 20c each; 3 for 50c; 8 for \$1.00, postpaid.



Iris Make a Colorful Springtime Border



Summer Flowering *Carnations*

Just think what pleasure you can get from ten fine plants of these lovely cut-flower Carnations. Blooms cost from two to three dollars a dozen in florist shops. Will bloom in abundance this year. You can have such flowers all summer long till frost but before frost bring the plants indoors, pot them in good garden soil and they will bloom all winter long, producing lovely flowers in abundance, large in size, exquisite clove fragrance and in brilliant colors. We grow thousands of them because of their wonderful bloom and ease of culture.

- PETER FISHER**—New rose-pink. Fine grower.
SENATOR—Free flowering, pure white.
GOLDEN GLOW—Brilliant golden yellow.
BERKSHIRE HILLS—Fine salmon-pink.
SATELLITE—Strong growing, bright red.
PATRICIAN—Shining white flowers.
SPECTRUM SUPREME—Bright scarlet.
MAYTIME—Dainty, light pink.
BARBARA BRIGHAM—Variegated orange.

Prices: Carnations, strong pot plants, 15c each; any 4 for 50c, postpaid. Large field plants available after July 15th, 25c each; 3 for 60c, postpaid.

10 SUPERB CARNATIONS **\$1.00** Postpaid

One Each of Any Ten Named Varieties

Think of it! One each of any 10 glorious Carnations, the cream of the world's best kinds described above, strong blooming plants, that will produce immense flowers in marvelous abundance this year, early and until frost—all for \$1.00 postpaid, your selection.

An Astounding Offer!—Don't miss it!

Colorful Gladioli



Heller's Superb Gladioli

Our list comprises the very best varieties, all guaranteed to bloom this year. These are large, healthy, sure-to-bloom, 2- and 3-year-old bulbs, full of vitality that will produce gorgeous flowers of astonishing beauty. No garden is complete without these superb new Gladioli. Plant as soon as frost is past on up into summer.

- IMPERIAL**—New, gorgeous lavender-pink.
AFTERGLOW—Deep orange shading to unmarred yellow on lower petals. Distinct and striking.
FLAMING VALE—Tall, long spikes of deep, cardinal-red flowers. Throat deeper red.
FAIREST PEARL—Beautiful cream tinted white with soft yellow on lower petals. An outstanding white.
PICARDY—Pink, tinged apricot. Finest of Gladioli.
PINK DELIGHT—Soft, rich rose-pink. Throat delicate cream. Unusual and distinct.
PREDOMINATOR—Salmon-scarlet with feather of velvety red on lower petals.
KUNDERD'S YELLOW WONDER—Buttercup-yellow with deeper coloring in throat. Winner of many awards.
HIGHLAND LADDIE—Beautiful, massive pink.

Prices of Gladioli: Any 2 for 20c; any 6 for 40c; 70c per doz. All postpaid by mail.

MIXED GLADS

A rich mixture of all shades and colors. All large blooming size bulbs. 50c per doz. FINE BULBS ONLY.

TUBEROSES

DWARF EXCELSIOR PEARL—Flowers pure white, very double, of immense size and sweetly scented. **5c each; 50c per doz., postpaid.**

ORANGE FLOWERED—Bears snowy white flowers. **7c each; 75c per doz., postpaid.**

NEW VARIEGATED LEAVED—The leaves are bordered with white; large, white flowers. **7c each; 75c per doz., postpaid.**

BARGAIN COLLECTION

We send postpaid, 6 Excelsior Pearl Tuberoses, 3 Orange-Flowered, and 3 New Variegated Leaved. 12 in all for 50c.

IVY

VARIEGATED IVY—Free grower, with glossy, green leaves variegated with silvery white. **25c each; 3 for 65c, postpaid.**

HAHN'S SELF-BRANCHING IVY—Finest of all Ivy for indoor growing, as well as porch boxes and baskets. **20c each; 3 for 50c, postpaid.**

HARDY ENGLISH IVY—Splendid evergreen climber, with dark, glossy green leaves. **20c each; 3 for 50c, postpaid.**

HARDY LILIES

REGALE LILY—Most popular of all Lilies. Produces in midsummer an abundance of deliciously scented, trumpet-shaped flowers of ivory-white, tinted pink. Oftentimes as high as eight gorgeous blooms on one stem. Absolutely hardy. **25c each; 3 for 65c, postpaid.**

PHILIPPINE LILY—Bears large trumpet-shaped flowers of white, tinted reddish brown on outside. The long, slender stems, plus the exquisite curve of the petals gives a remarkably graceful appearance. **25c each; 3 for 65c, postpaid.**

CANNAS

Good for single specimens, but for beds or borders there is nothing to compare with Cannas with their magnificent, tropical-like foliage, thriving under the hottest and driest conditions. Plant about 15 to 18 inches apart. Store away during winter in a fairly dry, moderately cool, frost-proof cellar.

KING HUMBERT—4 feet. Immense dark bronze foliage with great orange-scarlet flowers, veined crimson.

KING MIDAS—5 feet. Large flowers of orange-yellow. An outstanding variety, new and beautiful.

YELLOW KING HUMBERT—4 feet. A sport from the bronze foliage variety of the same name but with blooms of yellow dotted with red. Green foliage.

APRICOT—Large, bright apricot flowers with cream border. 3 feet.

WYOMING—Massive orange flowers. Rich orange foliage. Tall.

ROSAMOND COLES—New, bright red petals with edge bordered with blush-white. 2½ to 3 feet. Very striking.

EUREKA—Large creamy white, green foliage. 3 feet.

Prices of Cannas: 20c each; 3 for 50c; \$1.75 per doz., postpaid.

HYDRANGEAS

BEAUTIFUL "HILLS OF SNOW"—The hardiest of shrubs. These plants thrill you the season through with an avalanche of snow-white blooms. **Large, sturdy pot plants, 30c each; 3 for 75c. Still larger pot plants, 50c each; 2 for 90c, postpaid.**

LOVELY HYDRANGEA P. G.—Immense white cone-shaped blooms that turn to soft shades of pink and bronze in early fall. Thrives in sun or partial shade. Most popular of late summer-blooming shrubs. Sturdy plants that will bloom this year. **35c each; 3 for \$1.00, postpaid.**



Tuberose



Hardy Regale Lily



Bed of Cannas



Hydrangea, Hills of Snow

*Buddleia,
Charming*



New **BUDDLEIAS**

Yielding a host of beautiful cone-shaped blooms, Buddleias Charming and Ile de France will give flowers in abundance for the table bouquet and enrich, too, a garden corner with their colorful spikes and rich green foliage. Rightfully called the "butterfly bush," their blooms attract literally hundreds of butterflies of all colors which hover about the plants during

their entire blooming season.

CHARMING—Bears graceful pink blooms from summer throughout autumn. The slender pointed spikes are well rounded and unusually long. The vigor of the plants makes Charming easy to grow and insures that it will thrive in just ordinary soil. **35c each; 3 for \$1.00, postpaid.**

ILE DE FRANCE—Rich purple flowers and deep green foliage that are unsurpassed. The graceful blooms are produced in great abundance from August till heavy frost. Strong and vigorous growth. **30c each; 3 for 75c, postpaid.**

January 30, 1940.

"I am so thankful that I have started growing your Roses. They are so easy to grow and so beautiful that it is impossible to describe them."

MRS. E. Y., Indianapolis, Ind.

THE SUPERB DAVID O. DODD COLLECTION



David O. Dodd



Lady Hillingdon



Dainty Baby Doll



Gruss an Teplitz

6 STRONG, VIGOROUS, 88¢ Post-paid **FIRST SIZE PLANTS**

Here is our choice, six best all-around Roses for amateur or experienced planters in all sections of America. This collection has everything—health, freedom of bloom, beauty, fragrance and every imaginable color. Easy to grow, glorious flowers—all better types.

DAVID O. DODD—(See illustration.) Gorgeous new crimson. Flowers 5 to 7 inches across. Full, deep, very double. Always blooming. Exquisite fragrance.

JEANNETTE HELLER—Healthiest, most beautiful fancy colored Rose. Full and double. Flowers immense. Color shell-pink, shading to delicate salmon-buff.

LADY HILLINGDON—(See illustration.) Apricot-yellow, shaded to orange on the outer edge of petals.

BABY DOLL—(See illustration.) Dainty, exquisite. Perfect miniature flowers. Every color in rainbow—lavender, yellow, pink, fiery crimson. Gorgeous.

GRUSS AN TEPLITZ—(See illustration.) One of the world's 12 best Roses. Fiery crimson, shaded dark velvety sheen. Strong, vigorous grower. Hardy.

ALEXANDER HILL GRAY—We have not seen a more glorious perfect, pure yellow Rose.

SPECIAL OFFER

One each, strong vigorous, first size plants, 6 in all, for 88c, postpaid. The collection in heavy, 2-year plants, \$3.25, postpaid.

ORDER SHEET — 1941

HELLER BROS. CO.

P. J. Lynch & Sons
Owners

New Castle, Ind.

NEW CASTLE ROSE COMPANY

"ROSES OF NEW CASTLE"

Please Read Remit by Check, P. O. or Express Money Order, or Bank Draft. Send currency by Registered Mail. Credit accounts opened or goods shipped C. O. D. if references are furnished. Make all remittances payable to **HELLER BROTHERS COMPANY, New Castle, Indiana.**

Use this sheet for order only. Enclose a stamped, self-addressed envelope if you are including a letter to be answered.

Amount Enclosed \$.....

Date _____

Ship by

(State whether wanted by Mail or Express. See page 2 in catalogue)

WHEN TO SHIP	Check the proper square	NOW	March 15th	April 1st	April 15th	May 1st	May 15th
			to April 1st	to April 15th	to May 1st	to May 15th	to June 1st

INSTRUCT US WHEN TO SHIP. If these instructions are not included, your order will be shipped immediately. **ORDER EARLY.**

Name _____
Street, P. O. Box
or Rural Delivery _____
Postoffice _____
County _____ State _____

DO NOT WRITE
IN THIS SPACE

Packer

[illegible]

HAVE YOU ORDERED DAVID O. DODD, and JEANNETTE HELLER!

PLACE
THREE-CENT
POSTAGE
STAMP
HERE

HELLER BROTHERS COMPANY

NEW CASTLE

P. J. Lynch & Sons, Owners

INDIANA

Please write name and address plainly

Name

**Street
and No.**

Rural Route

Box No.

Post

Office

State

Have You Ordered.....

?



David O. Dodd

Baby Doll

Jeannette Heller

Briarcliff

Keystone

Don't Miss these Gorgeous Roses for sale by

HELLER BROTHERS COMPANY

Our Evidence of Satisfaction

Not what we say, but what others say, voluntarily. Thousands of our friends take the time and trouble to write us from all over the world. Here are a few of their letters. If you think that you cannot have beautiful results—just read these letters from amateurs and beginners. They show the high quality of our plants—how easy it is to succeed with them and that they “go and grow” everywhere.

Barberton, Ohio, Feb. 23, '40.
“I have several of your Roses. Some I have had seven or eight years. They are wonderful Roses and I love them all.”
MRS. D. S.

St. Louis, Mo., April 16, '40.
“I want to tell you about your Roses I bought last year. Every one came through this last severe winter. They are all growing beautifully. They are, as you say, ‘The Good Roses of New Castle.’”
MRS. M. A. L.

Miami, Fla., March 29, '40.
“My two shipments of Roses both reached me in fine condition. Up-to-date, five have bloomed and produced fine Roses.”
MRS. A. J. B.

Keiser, Ark., July 22, '40.
“The Roses I bought from you this spring are doing fine. The Jeannette Heller and David O. Dodd are the most beautiful Roses I have ever seen. I am very well pleased with them.”
MRS. H. L. V.

Cheyenne, Wyoming, July 13, '40.
“We were delighted when we received our order of 41 Roses of first size. They were so fresh and alive.”
MR. F. M.

Indianapolis, Ind., Jan. 30, '40.
“I am so thankful that I have started growing your Roses for they are so easy to grow and so beautiful that it would be impossible to describe them.”
MRS. E. Y.

DON'T BOTHER WITH BUDDING OR GRAFTING

“The common belief that all modern Roses must be budded or grafted to secure permanent trees is not accurate, says ‘Answers’ (England). Roses growing on their own roots will give results equal to any produced on briars. “Growing budded Roses is a source of endless trouble to many novices. The briar grows up and the grower, not knowing it from the real Rose growth, allows it full scope. In a year or two the briar has asserted itself, taken full control and nothing but dog Roses are produced. “With Roses on their own roots, there is never any of this trouble. Should the bush be cut down by frost at any time and the roots not harmed, real rosewood is again pro-

duced in the spring. On the other hand, many amateurs have set out to plant a rose bed and secured the best of budded stock but in a year or two have had only briars for their trouble. “With a budded Rose you may get more vigorous growth, and probably a more robust bloom, but give a Rose growing on its own roots liberal treatment and it will come in first every time. “The gardener who sets out to grow Roses on their own roots simplifies his work.”
(The Evening Bulletin—Philadelphia, Sept. 12, 1925.)

INDEX

On this page we give a complete alphabetical list of all the Roses offered in this book, showing the class to which they belong and the page on which they are described. Abbreviations used: Tea, Everblooming Tea; H.T., Hybrid Teas; H.P., Hybrid Perpetuals; C.T., Climbing Teas; H.C., Hardy Climbing; M., Moss; P., Polyantha; Rug., Rugosa; C.H.T., Climbing Hybrid Teas.

Varieties	Class	Page	Varieties	Class	Page	Varieties	Class	Page
Alberic Barbier	H.C.	18	Frau Karl Druschki	H.P.	5	Mrs. A. R. Waddell	H.T.	14
Alexander Hill Gray	Tea	16	F. R. Patzer	H.T.	7	Mrs. B. R. Cant	Tea	13
Amelia Gude	H.T.	10	Freedom	C.H.T.	18	Mrs. Robert Peary	C.H.T.	18
American Beauty	H.T.	8	Freiherr von Marschall	H.T.	10	Mrs. W. E. Lenon	H.T.	6
American Pillar	H.C.	18	Gaiety	H.T.	14	New Century	Rug.	15
Ami Quinard	H.T.	11	Garden Gem	H.T.	16	Orleans	P.	15
Angele	H.T.	6	Gardenia	H.C.	19	Padre	H.T.	6
Anny Muller	P.	15	Gen. MacArthur	H.T.	14	Paul's Scarlet	H.C.	19
Aunt Harriet	H.C.	18	George Elger	P.	15	Pink Baby Rambler	P.	15
Baby Doll	P.	12	Gloria Mundi	P.	15	Pink Cochet	Tea	13
Belle of Portugal	H.C.	18	Golden Charm	H.T.	7	Pink Killarney	Tea	5
Bess Lovett	H.C.	18	Golden Gate	H.T.	14	Pink Radiance	H.T.	8
Betty Uppichard	H.T.	13	Golden Ophelia	H.T.	17	President Hoover	H.T.	17
Birdie Blye	H.C.	18	Grace Noll Crowell	H.T.	7	President Taft	H.T.	14
Blumenschmidt	Tea	10	Green Rose		12	Queen Louise	H.T.	11
Briarcliff	H.T.	16	Gruss an Aachen	P.	7	Rapture	H.T.	9
Bridesmaid	Tea	14	Gruss an Teplitz	H.T.	9	Red Columbia	H.T.	11
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Cli. Cecile Brunner	H.C.	18	Hugonis		12	Roulette		12
Cli. Clothilde Soupert	H.C.	18	Ideal	P.	15	Sensation	H.T.	10
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Cli. Gruss an Teplitz	C.H.T.	18	J. B. Clark	H.T.	11	Souv. de Pierre Notting	H.T.	11
Cli. Helen Gould	C.H.T.	18	Joanna Hill	H.T.	10	Sunburst	H.T.	8
Cli. Marechal Niel	C.H.T.	18	John Cook	H.T.	17	Talisman	H.T.	6
Cli. White Cochet	C.T.	18	Jonkheer J. L. Mock	H.T.	9	Tausendschon	H.C.	19
Columbia	H.T.	8	K. A. Victoria	H.T.	8	Templar	H.T.	8
Commonwealth	H.T.	10	Keystone	H.C.	19	The Bride	Tea	11
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Crusader	H.T.	9	Lady Hillingdon	Tea	7	White Cochet	Tea	15
David O. Dodd	H.T.	4	Lady Plymouth	H.T.	14	White Dorothy Perkins	H.C.	19
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HELLER BROS. COMPANY, NEW CASTLE, INDIANA

Our Lovely JEANNETTE HELLER Rose

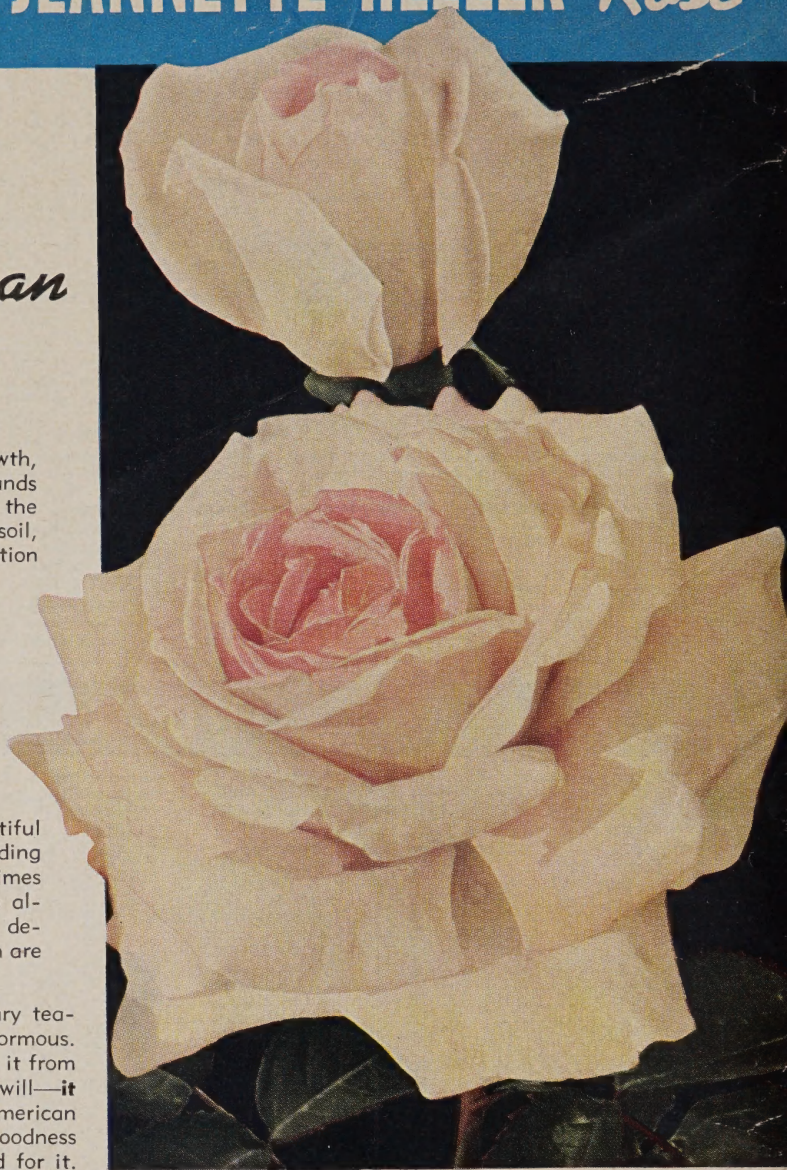
A QUEEN Among American Bush Roses

In health, hardiness, tremendous growth, and for continuous blooming, it stands alone, we believe—unsurpassed. Has the vigor of an oak, growing in ordinary soil, and under poorest conditions to perfection everywhere. We have seen it here in the ice and sleet still blooming and in Jamaica, under the tropical sun, literally covered with gorgeous buds and flowers—indeed a convincing test.

The graceful buds, long and pointed, open into wonderful, deep, double, perfectly formed blooms.

The color is indescribable; a beautiful blending of shell-pink in center, shading to rosy blush and pale yellow, sometimes creamy yellow and pearl, then again almost pure pink. It is impossible to describe the different color effects which are duplicated in no other Rose.

Flowers immense, as big as ordinary tea-cups; buds beautiful, pointed, enormous. Massive leathery-like foliage protects it from insect attacks. Plant it where you will—it **grows. It blooms constantly.** Is an American Rose! Buy American! The proof of goodness in anything is the continued demand for it. We believe this great Rose of ours stands without a parallel in sales. Upwards of a million plants have been sold and planted the world over.



Our Lovely Jeannette Heller Bush Rose,
grows 3 to 4 feet high

Not What We—But What Others Say

Keiser, Arkansas, July 22, 1940.

"The Roses I bought from you this spring are doing fine. Jeannette Heller and David O. Dodd are the most beautiful Roses I have ever seen. I am very well pleased."

MRS. H. L. VEASMAN.

Frankfort, Indiana, February 28, 1940.

"The Jeannette Heller Rose we bought about two years ago has exceeded anything that could be expected in a Rose. It made sturdy growth, fine waxy foliage—and the blooms—words do not express it. The indescribable fragrance of this Rose is almost sublime."

MRS. JOHN A. RICE.

ALL PRICES IN THIS BOOK INCLUDE FREE DELIVERY.
SAFE ARRIVAL AND SATISFACTION GUARANTEED OR MONEY BACK.

PRICES: Extra Strong Potted Plants
FIRST SIZE Strong Plants 30c each 4 for \$1.00
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All Prices Postpaid—Beautiful Potted Plants.

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